



Customer Insight Programmes

UNDERSTANDING YOUR CUSTOMERS

Overview

In order to stand out from the crowd, companies are placing an increasing emphasis on developing new products, new services and new ways of working. However, few innovations really seem to perform to their expected potential. Often this is because of a lack of the real insight into customer needs that is required to understand what products and services they require.

This critical course builds on the foundation of Big Data and explores the process of obtaining real customer insight we discuss how it can be used best to support the process of developing innovative customer propositions that will drive customer loyalty and retention and a healthy bottom line.

Topics Covered

- What customer Insight is and how it is derived
- The Importance of Customer Insight in today's world economy
- How to generate Customer Insights (Methodology)
- Challenges facing organisations of capturing insights and how to overcome them
- Explaining the process between Insights and Innovative Product Development

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Target Audience

Marketing Managers, Customer Services, Department Heads, Directors

Outcome

You will learn the important distinction between customer observation and insight and how to arrive at those insights. These insights can then provide the thrust behind targeted marketing campaigns leading to increased spend from the customer